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Enhancing 3D animation training in Malaysia

MALAYSIA has advanced ICT (information and communication technology) and multimedia infrastructure but there is lack of creative multimedia content.

Demand for creative multimedia content is high in many fields, in particular education, training, and entertainment.

Additionally, demand for animation production workforce is also high.

However, studies and reports show that Malaysia lacks experts in creative multimedia content development including 3D animation.

"Much of this is due to ICT and multimedia graduates having limited technical knowledge and required skills, plus not many of them choose animation production as career option for fear of working long hours with low salary," said Prof Dr Norshuhada Shiratuddin, UUM's School of Multimedia Technology and Communication dean.

She said UUM's product, the P-SPA or Innovative 3D Animation Enriched Employability Programme, is an intervention programme with the aim of increasing the employability level of graduates.

"In particular, the objectives are to expose students to the world of work in animation production field, enhance students' 3D animation production skills through hands-on learning and build students' self-confidence, creativity, innovativeness, and ability to work in groups," she said.

Prof Norshuhada said the P-SPA programme essentially consists of three levels. The first level, with two phases, provides exposure of the animation industry to the students.

This phase also builds their self-

confidence, creativity, innovativeness and business ideas.

The next level trains students in order to enhance their technical skills and advance their knowledge.

In the last level, also with two phases, it tests students' ability to work in groups in the actual 3D animation working environment. The following figure depicts the levels.

Prof Norshuhada said one of the successes of this programme that should be highlighted is the grants received by ten students to spend four months overseas in six animation companies, which include the Netherlands, China, India and Indonesia.

"P-SPA is a product to enhance 3D animation training.

"The step-by-step phases in the programme can be utilised by learning institutions, animation industries or individuals to enrich employability skill," she said.



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